

Enterprise-Class Data Integration Features

Trusted Information

- ✦ Superior integration with BusinessObjects and Crystal Reports
- ✦ Impact analysis from source to end-user document
- ✦ Data lineage from report to source system
- ✦ Automatic semantic layer (universe/business view) generation
- ✦ Automatic update of new and existing universes
- ✦ Automatic data mart creation from Crystal Reports data
- ✦ Data cleansing and profiling
- ✦ Data validation and auditing

Productive Development

- ✦ Single complete design environment
- ✦ Easy-to-use graphical user interface
- ✦ Reusable objects
- ✦ Interactive debugging
- ✦ Secure, multi-user developer collaboration
- ✦ Complete end-to-end metadata analysis
- ✦ BusinessObjects Rapid Marts

Scalable Solution

- ✦ Parallel performance engine
- ✦ Intelligent pushdown processing
- ✦ Grid computing support
- ✦ Changed data capture support
- ✦ Parallel partitioning
- ✦ Open architecture (CWM, XML, JMS, Web services)
- ✦ Native COBOL support
- ✦ All platform support (Unix, Windows, Linux, and 64 bit)

Analysts and Customers Agree

BusinessObjects™ Data Integrator is a scalable and productive data integration solution that meets the enterprise requirements needed for real-time and massive data movements from a diverse range of enterprise applications, technologies, and relational data sources. Through superior integration with Business Objects business intelligence products, Data Integrator delivers trusted information where data lineage can be traced back to the original source systems.

Forrester Research: Tier One ETL Tool

Data Integrator is recognized as a Tier One ETL tool. "Business Objects acquired Data Integrator from Acta in 2002 and lavished resources on it to increase its scalability, usability, and collaboration greatly", according to Forrester Research analyst, Philip Russom, in "How To Evaluate Enterprise ETL" report in December 2004.



Winner: Best ETL Tool

Data Integrator was voted the "Best ETL Tool" in the 2004 Reader's Choice Award of SQL Server Magazine, a publication dedicated to providing resources for SQL Server and Microsoft .Net technologies. One voter said that Data Integrator "works like a charm."



Gartner: Gains in ETL Magic Quadrant

Data Integrator is positioned near the leader's quadrant in the Gartner Magic Quadrant for ETL, 2H04. According to Gartner's ETL analyst, Ted Freidman, "Business Objects consistently delivered functional improvements in its Data Integrator product during the past year. Combined with better education and alignment of its sales force to target ETL opportunities, its ETL business has grown."



IDC: High Performance and Scalability

"Data is fundamental to IT systems and data volumes worldwide continue to expand rapidly", said Steve McClure, a research vice president in IDC's software research group. "In order to efficiently and effectively perform data integration, companies will need to look at the products that offer high performance and scalability. BusinessObjects Data Integrator 6.5 adds enhanced parallel and aggregation performance as well as support for grid computing, thereby enhancing its ability to address large scale data integration needs."



BusinessObjects™ Data Integrator Customers

Customer Applications

- ✦ Global energy company moves 40 million rows of data on a nightly basis.
- ✦ Global consumer products company has built a data warehouse to deliver single source of truth for over 130 operational companies.
- ✦ A global, diversified health care company uses Data Integrator to pick up data from a Web application and send it to another in real-time.
- ✦ Leading European automobile manufacturer moves 10 million rows of data nightly from SAP and DB2 mainframe sources.
- ✦ A global consumer products manufacturer uses Data Integrator to move 10 million rows of data into their multi-terabyte data warehouse.
- ✦ An American bank is able to improve ETL job performance by 2500% with Data Integrator in place of a hand-coded script.
- ✦ Aerospace company accelerated deployment time and saved costs with BusinessObjects Rapid Marts for their SAP R/3 applications.
- ✦ A high-tech company saved over \$3 million in a quarter through better visibilities into their business.

Customers in Every Industry

Business Objects customers come from all industries. They use our data integration products to extract data from multiple data sources – such as enterprise resource planning (ERP) applications – to transform it into accurate, comprehensible, and actionable information.



Unilever

Unilever evaluated several extraction, transformation, and loading (ETL) tools through a rigorous proof-of-concept, and selected BusinessObjects™ Data Integrator. With Data Integrator, IT continues to play a significant role as Unilever moves down its Path to Growth. "So far, Data Integrator has proved to be indestructible. Data Integrator has transformed what we were doing and how we were doing it."

Honeywell

Honeywell Aerospace, a leader in aerospace products, services, and solutions, has selected Business Objects as the foundation for its enterprise performance management (EPM) and data warehousing strategy. Business Objects fulfilled Honeywell's requirements for an ETL solution, including easy and quick deployment, rich metadata, and low total cost of ownership. BusinessObjects Data Integrator will play a key role in allowing Honeywell to standardize on one BI solution, as it will enable Honeywell to access data from information sources throughout the company, all on one platform.



Maxtor® "Maxtor strives to be the most flexible manufacturer in the industry. It combines rapid access to information with the ability to quickly adjust and respond to changes in that information. That's part of our core philosophy and the Business Objects data integration platform helps provide that availability."



"Our group selected Business Objects because it provides the most breadth and depth in terms of products, services, and innovation. Business Objects Data Integrator is a great example of this – it's very powerful and intuitive, whereas the previous solution took longer and did not retrieve all the data that users wanted. Now we have a more reliable ETL solution that frees up IT resources to focus on other projects."



"With best-of-breed technology from data integration to the BI front end, Business Objects provides AstraZeneca with one solution to access and deliver key data to all corporate decision makers, improving their ability to manage business performance. This integrated and dynamic view of our business will help us to achieve operational excellence and maintain leadership in a competitive industry."

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